



Services We Provide

Media & Employee Communications relays the Laboratory's missions and activities to the external and internal news media, such as newspapers, magazines, radio, television and on-line news agencies.

Media & Employee Communications

We work with clients to develop communication plans, Q&As and messages for the news media. We also promote internal communication through our "official grapevines" of *Newsline* and *NewsOnline*. Our job is to:

- Train clients to "meet the media" in person.
- Advise clients on how and when best to communicate news stories inside and outside the Lab.
- Plan and stage news conferences, media tours and publicity events.
- Monitor internal programs and directorates for newsworthy events and stories.
- Write *Newsline* stories and *NewsOnLine* announcements.
- Prepare news releases and media advisories.
- "Pitch" stories to news organizations.
- Respond to questions and inquiries from reporters.
- Escort reporters on-site.
- Assemble, distribute and archive Laboratory news clips.
- Serve as communicators during Lab emergencies.

Tips:

- Call us as far in advance as possible.
- Think of an angle or news hook that would appeal to a "common denominator" to communicate to the entire Lab.
- Things we definitely want to hear more about: scientific research results and breakthroughs; new technological devices; prestigious national/international academic or scientific awards; major governmental appointments; memberships in prestigious academic/scientific organizations; human interest stories involving employees; and items of general interest to the Lab and the external population.

Products & Deadlines

- **Daily Clips:** Published daily on the Web and through Fax.
- **Press Releases:** Published as needed.
- **Newsline:** Published weekly on Friday. Deadline for copy: Wednesday, noon.
- **NewsOnLine:** Published electronically on Monday and Wednesday. Deadline for copy: 10 a.m. Tuesday; 10 a.m. Friday.
- **Technical Meeting Calendar:** Published weekly in *Newsline* and electronically on Friday. Deadline for copy: Wednesday at noon.
- **Classified Ads:** Published weekly in *Newsline* on Friday and Monday on the Web. Deadline: Tuesday, close of business.

Contact information

Public Affairs, Lawrence Livermore National Laboratory

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925-422-4599

Website: <http://www.llnl.gov/llnl/pao>

Internal Website: <http://www-r.llnl.gov/intranet/001news/labnews.html>



Public Affairs divides the Lab's directorates and programs into news "beats," each of which is assigned to a specific staff member for familiarity and continuity.

Public Information Officer	Contact Information	News Beat
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Bert Heffner Environmental Community Relations Manager	heffner1@llnl.gov, (925) 424-4026	Environmental Protection, Inter-Agency Issues